

**GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA**

UNSTARRED QUESTION NO:2493
ANSWERED ON:14.03.2001
AIDS AWARENESS PROGRAMME
MONI KUMAR SUBBA

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether AIDS awareness and control programme has largely failed to achieve its objectives in Assam, Sikkim and other North Eastern States, due to lack of communication and failure of media and publicity to reach the target population;

(b) if so, the facts thereof; and

(c) the steps taken by the Government in this regard?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI A. RAJA)

(a), (b) & (c) A statement is attached.

Statement referred to in reply to part (a) to (c) of Lok Sabha Unstarred Question No. 2493 for 14.3.2001

(a) No, Sir.

(b) The National AIDS Control and Prevention Programme as well as the Respective State AIDS Control Societies have been utilizing the media effectively to reach out to the target audiences.

The comparison of the data available from the National Family Health Survey clearly indicates that the awareness/knowledge about HIV/AIDS levels have risen in the North Eastern States.

KNOWLEDGE OF AIDS A COMPARITIVE STATEMENT

NFHS 2 (1998-99) NFHS 1 (1992-93) ++

S.No.	Name of State	Percentage of Ever Married with Knowledge Women of AIDS	Ages 15-49
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1	Arunachal Pradesh	60.40	16.20
2	Assam	33.70	8.40
3	Manipur	92.90	72.50
4	Meghalaya	44.20	26.70
5	Mizoram	93.20	84.80
6	Nagaland	72.40	40.90
7	Sikkim	53.60	
8	Tripura	+	13.20

+ Field work on at the time of going to press

++ Series of questions on Knowledge on AIDS only done in 13 states

(c) The following IEC activities have been undertaken during current year by National AIDS Control Organisation.

Electronic Media

NACO is utilizing the massive outreach of Doordarshan and private satellite channel for telecast of messages on HIV/AIDS prevention and control during prime time. These include messages on sexually transmitted diseases, blood safety and voluntary blood donation. Some of the specific activities are as follows:

Telecast of Madhuri Dixit spots

Spots made by the renowned film maker Shri Jabbar Patel featuring the popular film star Madhuri Dixit have been telecast on prime time channels. The objectives is to create awareness and empower women to discuss the difficult issue of HIV/AIDS in the family and prevent further spread of the infection.

Campaign for Youth

NACO developed two audio and two video spots focussing on the vulnerability of young people to HIV. The spots were prepared by Thompson Social in an animated format and were telecast/broadcast on the prime channels of Doordarshan, satellite television and radio from November 15 - December 31, 2000. Press advertisements were also developed as part of this campaign. It is now proposed to evaluate the impact of this campaign before undertaking new activities.

All India Radio

A special programme, in the drama mode, has been devised for rural and migrant youth. The programme which is titled `Jiyo Aur Jeene Do` is being broadcast on 30 commercial broadcasting stations of AIR since June, 1998. The ten minutes programme is broadcast in 12 languages on Tuesday evening at 8.00 P.M.

AIR-FM

NACO is using the popular FM channel to combine entertainment and education in reaching out to the urban youth. The one hour programme which is titled `NACO Film Hit Parade` is broadcast for one hour every week on the AIR-FM channel in Delhi. The programme has received a wide and positive response from a number of people who respond on the telephone numbers given seeking medical advice and counseling.

Rural Outreach and Press Activities

Since 1994, the Song and Drama Division of Government of India has been involved in the AIDS awareness campaign. It has produced several street plays, songs and dramas and has performed in 400 different locations utilizing the local drama troupes in many States. The Directorate of Field Publicity has also participated in the campaign. All its 260 field units located have conducted several programmes such as seminars, debate/essay and quiz competitions and film shows for AIDS awareness. An increasing number of programmes are also being carried out through various radio stations in the country by arranging panel discussions, features, phone-in programmes etc.

The Press Information Bureau of the Government of India has organized a number of programmes to sensitize the regional press on the issue of HIV/AIDS. National AIDS Telephone Helpline

A toll free National AIDS Telephone Helpline has been set up to provide access to information and counselling on HIV/AIDS related issues. This is a computerized four digit number, 1097, with a voice response system linked with the telephonic hotline. This is a very popular service, since it maintains the confidentiality of the callers and helps the caller clarify doubts and access personal counselling without revealing their identity. The Telephone Helpline has been extended to 35 cities/towns all over the country.

School AIDS Education Programme

Young people are among the most vulnerable to HIV/AIDS. School AIDS Education is one of the important programmes that focuses towards student youth to raise awareness levels, help young people resist peer pressure and develop a safe and responsible lifestyle. The programme reinforces family values and respect for the opposite sex. The activities include training of teachers and peer educators among students, role playing, debates and discussions, question box and access to referral services, if necessary.

A training module has been developed for the programme in consultation with UNICEF and Sewadham, an NGO based in Maharashtra, which has successfully implemented the programme.

University Talk AIDS Project

The University Talk AIDS Project began in October 1991 and is a collaborative partnership between the National Service Scheme (NSS), Dept. of Youth Affairs & Sports and NACO. The project involves creating awareness among students and the youth on issues related to HIV/AIDS through workshops, seminars and written materials especially designed for them. Evaluation of the project has indicated that it has reached 7595 institutions and 6.5 million youth all across the country.

In addition focused Targeted Intervention programmes, which reach vulnerable and marginalized groups are also being implemented by the Government. 44 such Targeted Interventions are being implemented currently in these states.